



SANFORD FLORIDA STRATEGIC PRIORITIES

A SUMMARY OF THE IMAGINE SANFORD INITIATIVE

OCTOBER 2014

STRATEGIC PRIORITIES

Sanford has a long-term vision and a short-term strategic plan to guide the City's efforts toward the community's visions. Based on direction from the Mayor and the City Commission and community discussion, four priority areas will guide the City's strategic planning and budgeting over the next 2 - 3 years.

MEASURING PERFORMANCE

The following initiatives and indicators have been created to better track how well the vision and goals of the strategic priority areas are being achieved.

● UNIFY DOWNTOWN & THE WATERFRONT



Projects or Initiatives

1. Improve visual and physical connections between the lake and downtown
2. Create destinations along the waterfront
3. Complete RiverWalk and fund expansion

Indicators

- Conceptual plan for 1st Street to Lake Monroe is complete and being used to guide and approve development
 - # of locations with new development approvals and permits that conform with the downtown conceptual plan
 - % of funding for remaining phases

● PROMOTE THE CITY'S DISTINCT CULTURE



1. Support public events that promote Sanford
2. Create marketing strategy and identify branding
3. Economic development master plan

- Establish partnerships with performing arts and event sponsors and facilitate events with shared expertise and financial assistance
 - Participate in partnership consisting of the Chamber of Commerce, Sanford CRA, Think Tank and others interested in moving Sanford forward
 - # of new projects in conformance with the newly developed Economic Development Master Plan

● UPDATE REGULATORY FRAMEWORK



1. Facilitate diverse housing options in downtown
2. Promote mixed-use centers
3. Update Comp Plan and Future Land Use Plan
4. Participate with Leaseholder to create a viable Development Plan for Marina Isle

- # of housing units with development approval and permits
 - Policy changes in place to encourage and facilitate mixed-use development
 - Consultant has been hired to assist staff in updating plans
 - Zoning and Planned Development approved

● REDEVELOP AND REVITALIZE DISADVANTAGED COMMUNITIES



1. Establish diverse partnerships with community service providers
2. Streetscape upgrades that improve walkability, comfort and safety
3. Engage community stakeholders in identifying community needs

- # of community partnerships established and strengthened
 - Sanford CRA is extended by Seminole County and a 5-year Plan for streetscapes is approved, prioritized and funded
 - Complete professional Comprehensive Assessment of Needs



OUR VISION

Sanford is a significant cultural and business hub for the Central Florida region. With its showcase waterfront, extensive transportation network, distinctive cultural corridor and historic downtown, Sanford is a **vibrant** and **safe** City in which people choose to **LIVE, WORK, RAISE A FAMILY, ATTEND SCHOOL, SHOP, PLAY AND RETIRE.**

OUR MISSION

The City of Sanford is **dedicated to the delivery of a high standard of service** that cultivates a vibrant business and citizen partnership and fosters a well-connected, economically thriving community that celebrates its distinctive historical, natural, social and cultural character.

AT OUR CORE

Sanford's community values were identified through the *Imagine Sanford* visioning process the City has undertaken over the past year.

These four pillars feature the core values that stand at the center of Sanford's unique identity and vision.

CHARACTER

We value Sanford's authenticity as a resilient, hard-working community that preserves its history.

CULTURE

We enjoy a distinctive identity that reflects our diversity, friendliness and faith, each enriching our culture and history.

CONNECTIONS

Sanford is a well connected regional hub that offers opportunity through accessibility and a collaborative spirit of problem solving.

COMMERCE

Our growth depends on regional access, a thriving downtown, opportunities for personal growth and promotion of our cultural and economic assets.

